

# Master International Courses of Study Macromedia University

State-approved by the German Council of  
Science and Humanities and accredited  
by the FIBAA (Foundation for International  
Business Administration Accreditation)



**macromedia university**  
of applied sciences

Munich  
Stuttgart  
Freiburg  
Cologne  
Hamburg  
Berlin



you change

## Dear Readers,

Get ready for a bright future. The world is changing and each new day offers a wealth of opportunities for success stories and innovations. Digital technologies have launched a powerful, ongoing transformation that is affecting all the physical and social structures in global society. How can we identify and use the opportunities this change presents in time to make our own mark on this digital metamorphosis? As a university that focuses on shaping the digital revolution, we provide you with answers to this and other questions about your international career path in Industry 4.0. Above all, we have chosen to specialise in digital media, as this cross-sector success factor is redefining virtually every process involved in innovation, production, distribution and communication throughout the economy.

At our university, we teach you the approaches and methods that will enable you to actively influence the changes already affecting our living and working conditions. We train you to work in influential positions with excellent prospects. The Master's courses at Macromedia focus consistently on applying the latest research to resolving tasks that students should view primarily as challenges. We also place great focus on making every taught unit both motivational and practically focused. Case studies, simulations and project work, which are generally run in conjunction with companies and institutions, help students to develop precisely the knowledge and personal skills that will later place them one step ahead where it counts most, on the job market. Small classes, intensive supervision and tailor-made teaching methods typify Macromedia University's international educational culture.

As a Master's graduate you leave us with an accredited Master's degree and all the qualifications sought after by well-established corporations as well as promising start-ups, but you are also well-armed for running your own business, for realising your dream of becoming an entrepreneur in the fast changing digital world.

Prof. Dr. Dr. Castulus Kolo  
Dean of Macromedia University  
of Applied Sciences



Prof. Dr. Dr. Castulus Kolo  
Dean, Macromedia University  
of Applied Sciences

# Overview

Macromedia Master’s programme at a glance

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# Future prospects with a Master's from Macromedia University



## ” VANESSA M. BOUWMAN M.A.

**Managing Director** at We are Social Deutschland GmbH, Munich. Education: B.A. in Sociology and Psychology from the University of Calgary, Canada; journalism diploma from S.A.I.T Calgary, Canada.

**Master's Media and Communication Management from Macromedia University**

I decided to study at Macromedia University to improve my understanding of economics. I subsequently realised that the digital sector was the place for me and I have focussed on social aspects. I am fascinated by social media. They are symptomatic of the dramatic change in the way our society communicates and interacts. The degree gave me the tools I need to shape and master many of my current tasks as a managing director.



## ” JIN WANG M.A.

**Product Designer/ UX Specialist**, The Mobility House GmbH, Munich. Education: Bachelor of Fine Arts (Art Education) at the China Academy of Art, Hangzhou, China.

**Master's Design from Macromedia University**

My Master's degree at Macromedia University was the ideal preparation for my current tasks as a user experience design specialist focusing on electric mobility. It made me more aware of my role as a designer – improving our world with creative solutions and design excellence. The university's prominent professors, practical projects with innovative companies and the international study context all contributed to this. I am now one of the people driving the energy revolution in Germany and my work involves fighting for an emission-free future. That makes me very proud.



## ” TIM HOLZMÜLLER M.A.

**Specialist** in live communications, Education: Bachelor of Science (Sound Technology and Digital Music) at Oxford Brookes University, U.K. BMW Group Motorshows and BMW Events, BMW AG, Munich, Germany.

**Master's Media and Communication Management from Macromedia University**

The Master's programme in Media and Communication Management at Macromedia University provided me with a highly flexible, practical and international learning environment and prepared me for a career in international marketing. The plus points of the course include the chance to work on genuine communications and management projects and in small, international teams supported by professors who are currently active or have previously worked in the industry.



## ” EMANUEL HOCH M.A.

**Managing Director / CPO** of Wando Internet Solutions GmbH, Berlin, Germany. Education: B.A. in Design Management at the AMD Academy, Munich, Germany.

**Master's Media and Communication Management from Macromedia University**

I chose to study for a master's degree at Macromedia University to prepare myself for a career in the media sector with its specific business models. In particular, I wanted to gain a better understanding of the dynamics of online business models. My master's thesis on optimising the conversion rate in e-commerce helped me to acquire genuine expertise and move straight into mid-level management at online retailer Zalando. I am now on the board of Wando Internet Solutions. Wando is using big data as a basis for developing cross-media, cross-industry comparison portals that combine intuitive operation with impressive data depth.



# Studying at Macromedia University

## Course of Study

In the private sector, Macromedia University teaches the approaches and methods required to actively shape the transformation of our 21st-century living and working environments. Macromedia University has compiled a forward-looking Master's programme to fulfil precisely this aim. It offers three accredited courses and provides scope for numerous specialisations in English and German. Macromedia Graduate School students become adept in academic methodology and acquire practical expert knowledge in media, design and management. The accredited course equips them superbly to kick-start their professional career in senior and managerial roles. Discussions with experts from our extensive network of more than 500 practising partners form a firm part of our everyday activities while at the same time enabling the students to forge contacts on the job market from an early stage.

## YOUR BENEFITS

- Top position in CHE Ranking\*
- Small classes with intensive, individual supervision
- Globally recognised, state-approved degrees, accredited by FIBAA
- Berlin & Munich: Top 6 and Top 9 of the "Best Student Cities 2017" worldwide\*\*
- Authentic, practice-oriented projects with over 500 well-known companies
- Highly qualified professors and industry insiders as lecturers
- International students
- Career perspectives in Germany: 18 months visa after successful graduation
- Master's degree on three days a week
- Pre-Semester course available online
- Buddy network for international students
- Several programmes entirely in English
- Campus locations situated in Germany's industrial centres

\* Centre for Higher Education, [www.che.de](http://www.che.de)

\*\* QS Best Student Cities index, [www.topuniversities.com](http://www.topuniversities.com)

## Media and Communication Management M.A.

## Design M.A.

## Business M.A.

|   |                                |   |
|---|--------------------------------|---|
| Medien- und Kommunikationsmanagement   GER (M.A.) | Design Management   GER (M.A.) | Business Management   GER (M.A.)            |
| Media and Communication Management   ENG (M.A.)   | Design Management   ENG (M.A.) | Business   ENG (M.A.)                       |
| Brand Management   GER (M.A.)                     | Design Thinking   ENG (M.A.)   | Luxury- und Fashion Management   GER (M.A.) |
| Brand Management   ENG (M.A.)                     | Smart City Design   ENG (M.A.) |   |
| Unternehmenskommunikation   GER (M.A.)            |                                |   |
| Digital Media Business   GER (M.A.)               |                                |   |
| Digital Media Business   ENG (M.A.)               |                                |   |
| Sportmarketing   GER (M.A.)                       |                                |   |

ENG: Programme in English language  
GER: Programme in German language

## BENEFITS

# Good reasons for studying at Macromedia University

### What you can expect

#### Good career prospects

Life in Europe is shaped by the dynamic interaction between tradition and modernity. Germany is one of the world's leading industrialised countries, the birthplace of innovative strategies with a great demand for talented and skilled employees in all areas of specialisation. Macromedia University prepares you for a successful start or next step in your career through its leading educational programmes, industry network and international focus. The Career Service offered at Macromedia University is a competent point of contact promoting dialogue between students and companies in all Macromedia University disciplines. It also acts as a service provider for companies and helps them to recruit potential employees. The fundamental aim of the Career Service is to establish long-lasting cooperations between students and graduates, faculties and companies for the benefit of all concerned.

#### The ticket to your international career

Technical progress is the most important driving force behind changes in our society this millennium. Two of the predominant trends affecting the economic development in almost all sectors are internationalisation and media networking. Founded in 2006, Macromedia University now has some 80 professors, 2,300 students and six university campuses, thus making it one of Germany's top private universities for media, management and communications. Its students learn the methods and skills that prepare them to rise to the challenges presented by Industry 4.0 – the key lies in combining creative processes with management expertise. We teach them to perceive change and evolution as an opportunity, thus raising them head and shoulders above the crowd on the job market.

#### A state-of-the-art environment ensures successful learning

The university provides a pleasant and friendly learning environment coupled with equipment and media labs on all campuses. You will benefit from individual guidance throughout your entire course at Macromedia University. Groups are kept small enough to ensure that professors and teaching staff are always easily approachable. Our careers service, examinations office and student advisory service are there to answer any non-academic questions you might have.

#### Study to suit your own schedule

The Master's courses are taught on three set days of the week (e.g. Thursdays to Saturdays). Students are free to allocate the rest of their week as they wish for private study, their internship, paid employment or working on their own project.

#### Cosmopolitan flair and cultural diversity

Macromedia Graduate School students come from all over the world, bringing the different working methods and approaches from their own cultures with them. This creates an international climate that prepares students for working with a wide range of foreign contacts later on. Studying together and getting to know people from other cultures expands your horizons and prepares you extremely well for a career with an international outlook – whether abroad or in an international company in a German-speaking country.

## PARTNERS IN THE INDUSTRY (EXTRACT)



# Media and Communication Management

As the importance of media surges, media proficiency is an absolute must in any sector



## Managing media hands down

Nothing else dominates the 21st century quite like the colourful world of the media. Driven by digital technologies, it penetrates all spheres of life and the economy and transforms everything it touches. The ways in which we use media change at high speed, involve many facets and stir our emotions. Day in, day out, we consume a wide range of information via different channels at the same time as playing an active role and producing our own content in social media. Advertisers invest astronomical sums to reach their target audience. Private media corporations fund their businesses with advertising revenue on TV and online. The billions that change hands in the media business, ubiquitous marketing in cross-media environments and the increasing importance of organising information characterise the current-day media landscape and call for one thing, above all – highly trained managers. Our Master's in Media and Communications Management equips students with the relevant facts, models and processes that prepare them for an internationally-oriented managerial role in the era of mediatisation.

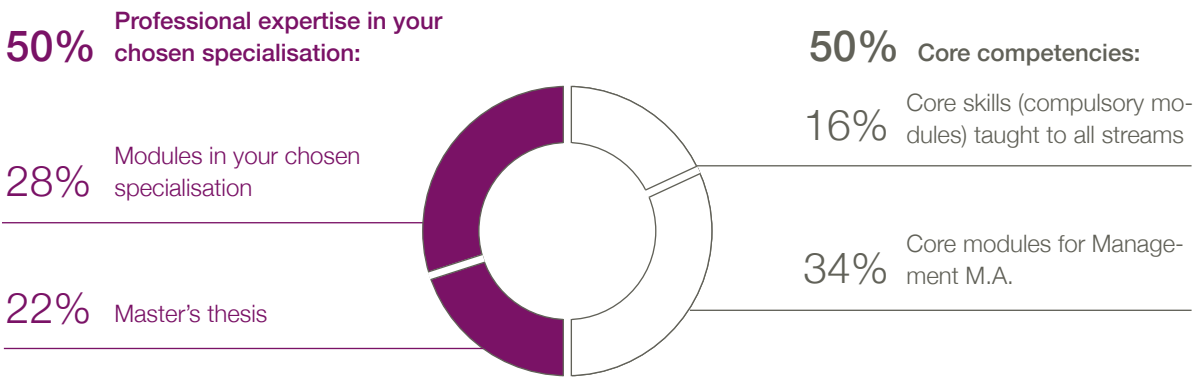
## More than 500 partners in industry

Our Master's in Media and Communications Management unlocks the door to a large network of practising partners. You will collaborate with a number of them on authentic focus projects and get to know others in their roles as guest lecturers or at sector events. Your professors have an excellent network of contacts throughout industry.

## Course specialisations

Macromedia University's master's programme offers various specialist courses that augment and expand student's professional expertise. This approach delivers a robust understanding of the correlation between the different specialist departments in a media company and a clear insight into the workings of senior management and executives.

## COURSE STRUCTURE (BASED ON ECTS)



## SEMESTER OVERVIEW

|         |              |  |                     |
|---------|--------------|--|---------------------|
| 90 ECTS | Pre-Semester | Academic concepts and methods   Current issues in Media Management   Intercultural Communication   Business Planning   Practical Project               | Start with 180 ECTS |
|         | 1            | Foresight and Global Trends   Statistics and Business Mathematics   Interdisciplinary Project   2 Modules in your chosen specialisation*               | Start with 210 ECTS |
|         | 2            | Strategy and Innovation Processes   Media Economics and Management   Accounting and Finance   Focus Project   1 Module in your chosen specialisation** |                     |
|         | 3            | Leadership and Entrepreneurial Thinking   Media and Communication Research   Master's Thesis   |                     |
|         |              | 30 ECTS  |                     |

\* **Media and Communication Management:** Understanding Media & Communication | Corporate Communications Management  
**Brand Management:** Understanding Media & Communication | Marketing Strategy  
**Digital Media Business:** Digital Media Management | Digital Transformation and Operations

\*\***Media and Communication Management:** Brands and Branding  
**Brand Management:** Brands and Branding  
**Digital Media Business:** Social Media Management

Find all specialisations in Media and Communication Management on the following pages



SPECIALISATIONS

# Media and Communication Management | ENG (M.A.)

Global, networked, digital – media in digital transformation

## Managing the diversity of media

Traffic in the millions, market shares in the double digits, followers in the billions – these are the success indicators for large media formats, popular artists and global players. With market share of 89 percent, Google is the world's most popular search engine, and offers the most heavily trafficked video platform with Youtube (source: Statista). What's the secret?

Successful enterprise management and the development of media products requires a knowledge of social developments and business.

This Master's programme prepares you for the challenges of digital transformation in the media and communications economy, in start-up fields and creative sectors. In this programme, you will learn the skills required for guiding decision-making processes while also taking into account social, ethical and cultural components. The instructors in this Master's programme include international experts as well as representatives from agencies and enterprises in a variety of industries. Courses in Management, Digital Entrepreneurship, Media Theory, Marketing and Methods, along with challenging practical projects with industry partners of the University of Applied Sciences, will enable you to succeed in your career in the digital age. As a graduate, you will be able to assume a leadership position in a media environment.

Within the field of media and communication management, students are able to choose from a range of topics for their Master's thesis, in line with current industry trends and their own personal preferences.

### FIRST-HAND PROJECT EXPERIENCE WITH INDUSTRY LEADERS HAS INCLUDED

- Development of future scenarios for television broadcaster RTL as part of its digital transformation
- Conceptualisation of new TV formats, development of a mobile video app in collaboration with RedSeven, a ProSieben-Sat1 production company
- Development of a cross-media solution for selling insurance products in collaboration with the Allianz Group
- Setting-up a digital platform for magazines in collaboration with the industry association Verband Deutscher Lesezirkel

## 50% Specialisation

Expertise in Media and Communication Management: specific modules, projects, Master's thesis



### POTENTIAL CAREERS WITH THIS M.A.

- Key Account Manager
- Executive Producer
- Executive Project Manager
- Senior Press Officer
- Senior Marketing Manager

SPECIALISATIONS

# Brand Management | ENG (M.A.)

Creating strong brands and enhancing enterprise value

## Managing Brands in the digital age

The whole world is talking about brands. Numerous "most-loved" brands are bywords in our everyday conversation and influence our purchasing decisions. So it is no wonder that the value of an enterprise is increasingly determined by the value of its brands (brand equity).

Branding is a key success factor for enterprises in all industries. The digital transformation is placing new demands on brand management, while opening up innumerable innovative possibilities which must be evaluated on an ongoing basis. Digital branding is an increasingly vital success factor for products, services and celebrities, and demands specific core competencies in the agencies and communication departments entrusted with these. Along with conventional brand management, the targeted integration of social media platforms in particular is becoming ever more significant.

In this Master's course with the specialisation Brand Management, you will acquire the skills needed to develop innovative brand strategies for the digital age. It includes modules such as Brand Roll-out, Marketing Strategy and Communication Theories and Models. In small groups and intensive coaching sessions, our professors will equip you with the methods and tools needed to assume a management role as a Brand Manager in enterprises and agencies in the digital age.

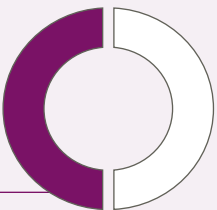
Students gain brand management expertise through courses and projects as well as through the topic of their Master's thesis.

### FIRST-HAND PROJECT EXPERIENCE WITH INDUSTRY LEADERS HAS INCLUDED

- Creative briefs including consumer insight and positioning for companies such as TUI Cruises in cooperation with the agency Yours Truly
- Preparation of marketing actions and market analysis in the luxury segment for Rolls-Royce Motor Cars Limited in Chichester, England
- Development of a digital channel and content strategy for the Oral Care unit of Colgate-Palmolive, for Colgate, Elmex, Meridol
- Social media analysis for FC Bayern München to optimise the social media strategy for their international fan base

## 50% Specialisation

Expertise in Brand Management: specific modules, projects, Master's thesis



### POTENTIAL CAREERS WITH THIS M.A.

- Senior Product Manager
- (Digital) Brand Manager
- Strategy Director
- Senior Strategic Planner
- Senior Consultant Brand Communications



SPECIALISATIONS

# Digital Media Business | ENG (M.A.)

Worldwide, networked and digital – media in the global market

## Successful navigator in the Digital Age

This specialisation serves to introduce participants to digital media, in both the media industry, as well as across industries and services. There is a very large, continuing growth in the companies, products and services available for digital media.

Therefore, it has become essential to be acquainted with the digital options provided by social media, user-generated content, search optimization, personalized advertising, analysis and use of big data and many emerging technologies. The media industry has become increasingly digital. While books, magazines and free TV continue to exist, digital media continues to grow at a very fast pace. It has an increasing share and importance at media companies. As a result, most projects and opportunities now focus on digital media.

There is on-going innovation in platforms, formats and tools. Beyond media companies, the importance of digital media is very high across most industries, including financial services, automotive, manufacturing, personal services, logistics and medicine. Advertising, client interaction and services have moved from print media and the phone, to the web, mobile apps, social media (such as Facebook, Instagram, Twitter and Snapchat) and other digital platforms.

Students gain digital media business expertise through specialised courses and projects as well as through the topic of their Master's thesis.

### FIRST-HAND PROJECT EXPERIENCE WITH INDUSTRY LEADERS HAS INCLUDED

- Designing and implementing digital media campaigns
- Designing and implementing new digital technologies, such as Chatbots and Virtual Reality
- Creating social platforms for interaction and feedback, relative to the company products or services
- Measuring and improving marketing with new digital options

## 50% Specialisation

Expertise in Digital Media Business: specific modules, projects, Master's thesis



### POTENTIAL CAREERS WITH THIS M.A.

- Manager for Digital Media in concerns and Internet Startups
- Advertising Account Executive
- Co-Founder at Internet Startups in digital media
- Consultant to business and media companies





# Media Projects

Practical and cooperation projects of Master's students  
at Macromedia University



Rolls-Royce: Benchmark study  
on luxury marketing in social  
media



Sky: Further development  
of online customer service



**Frankfurter Allgemeine**  
ZEITUNG FÜR DEUTSCHLAND

FAZ: Benchmark study on  
news app



FC Bayern München: Social  
Media fan culture analysis and  
recommendations



BMW: Eye-tracking study  
on advertising impact



More projects on [macromedia-university.com](http://macromedia-university.com) or contact us via  
WhatsApp on +49 176 15098602



# Design

Pack a proper punch into design



### Channel your creativity effectively

Good product design is immediately recognisable and embeds itself in consumers' minds. Apple and Porsche demonstrate how exceptional design and high-quality products attract customers all over the world.

The design business, with its different disciplines, is one of the main driving forces behind innovation these days. In times of accelerated technological change, integrating design expertise into development processes is a must in order to achieve the successful, user-focused organisational and process-related innovations required to secure the competitiveness of any business.

Design management revolves around successfully interweaving creative skills and business expertise. A solid foundation in user research, agile innovation processes, design methods, team management, marketing and sales enables you to develop strategies for solving complex assignments and to create and implement innovative new products and services.

### More than 500 partners in industry

Our Master's in Design Management unlocks the door to a large network of practising partners. You will collaborate with a number of them on authentic focus projects and get to know others in their roles as guest lecturers or at sector events. Your professors have an excellent network of contacts throughout industry.

### Course specialisations

Macromedia University's Master's programme offers you various specialist courses that augment and expand your professional expertise. This approach delivers a robust understanding of the correlation between the different specialist roles in design management and a clear insight into the workings of senior management and executives. Our M.A. in Design Management teaches you the relevant theoretical knowledge and practical processes to prepare you for a managerial role in an international, dynamic, future-focused environment.

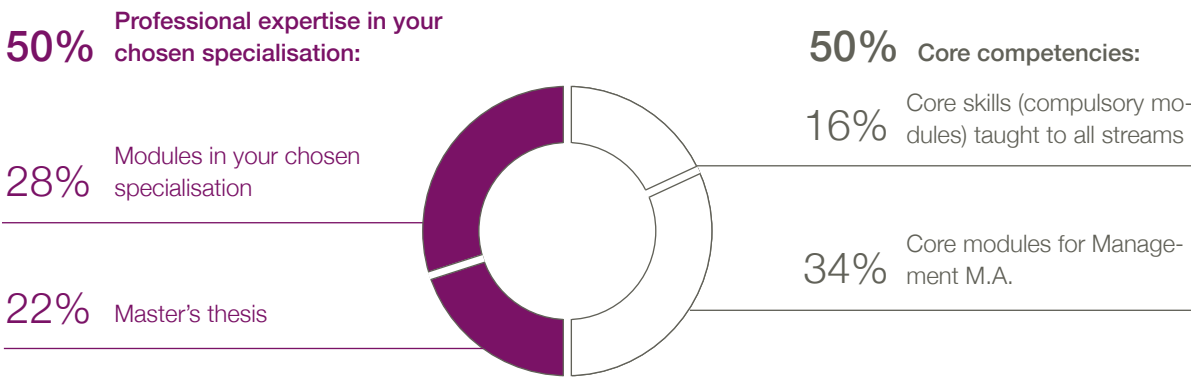
### SEMESTER OVERVIEW

|         |              |   |                     |
|---------|--------------|---|---------------------|
| 90 ECTS | Pre-Semester | Academic concepts and methods   Current issues in Media Management   Intercultural Communication   Business Planning   Practical Project          | Start with 180 ECTS |
|         | 1            | Foresight and Global Trends   Design Project Management   Interdisciplinary Project   2 Modules in your chosen specialisation*                    | Start with 210 ECTS |
|         | 2            | Strategy and Innovation Processes   Contemporary Design Theories   The Value of Design   Focus Project   1 Module in your chosen specialisation** |                     |
|         | 3            | Leadership and Entrepreneurial Thinking   Design Research   Master's Thesis   |                     |
|         |              | 30 ECTS   |                     |

\* **Design Management:** Framework of Design Management | Applied Design Strategy  
**Design Thinking:** Applied Design Thinking | Communication Design & Semiotics  
**Smart City Design:** Urban Structures and Concepts | Applied Smart Cities Design

\*\* **Design Management:** Applied HCD & UX Principles and Methods  
**Design Thinking:** Applied HCD & UX Principles and Methods  
**Smart City Design:** Design and Management of Urban Services

### COURSE STRUCTURE (BASED ON ECTS)



Find all specialisations in Design on the following pages

# Design Management | ENG (M.A.)

Create, manage and lead design process-driven organisations

## Create innovation

Business and social challenges today range from digital transformation and artificial intelligence to pressing social and environmental issues, which have triggered an unprecedented increase in complexity and far-reaching changes in customer behaviour and expectations, and require new approaches to develop innovation.

Accordingly, organisations, whether from the private or the public sector, face the task to develop effectively designed products, services, systems, environments and communications, which tackle today's global demands. Design Management addresses this need by linking strategic design skills with managerial competencies in order to provide the necessary expertise to enhance organisations' innovation capacities.

Design Thinking, with its agile, targeted, research-driven problem solving methods, is the underlying foundation of the Design Management (M.A.) specialisation. It builds the basis of the creative and deeply customer-centric innovation culture, and integrates design capabilities with a new collaborative attitude in management.

Design managers, educated at Macromedia University, have the theoretical and practical knowledge about appropriate methodologies to coordinate the respective processes and to conduct relevant research in order to understand consumer needs, emotions and aspirations, and to subsequently develop meaningful, human-centred innovation. They are able to utilize and effectively coordinate design-driven activities in a setting of multi-disciplinary teams at the interface of organisations and diverse stakeholders to empower them to innovate successfully.

Within the field of design management, students are able to choose from a range of topics for their Master's thesis, in line with current industry trends and their own personal preferences.

### FIRST-HAND PROJECT EXPERIENCE WITH INDUSTRY LEADERS HAS INCLUDED

- Conceptualisation of CRM solutions with the aim to create sustainable positive user-experiences for sky
- Research of current user behaviour and development of innovative use-scenarios of media for FAZ (Frankfurter Allgemeine Zeitung)
- Identification of use-cases for innovative products and services for BOSCH Security Systems

## 50% Specialisation

Expertise in Design Management: specific modules, projects, Master's thesis



### POTENTIAL CAREERS WITH THIS M.A.

- Chief Design Officer
- Head of Design
- Design Strategist
- Creative Director
- Design Researcher
- Executive Design Department Manager
- Brand Manager
- Project Manager

# Design Thinking | ENG (M.A.)

Tackle the unknown for business

## Work human-centered for better products and services.

Design thinking employs a variety of methods and approaches from creative industries to find solutions to existing problems and challenges while keeping business purposes in mind. Design thinking is interrelated with management and marketing.

Students acquire skills to learn from people, find patterns, design principles, make it tangible, and iterate relentlessly. They learn to work in teams, be user-centered and optimistic.

Students are not exclusively trained for creative industries. Far beyond this, they are prepared to overcome shortages in mind to solve problems for diverse branches and industries.

Students gain expertise in design thinking through specialised courses and projects as well as through the topic of their Master's thesis.

### FIRST-HAND PROJECT EXPERIENCE WITH INDUSTRY LEADERS HAS INCLUDED

- Development of a blueprinting kit for a worldwide series of internal BASF events to introduce a new corporate strategy to its employees
- Concept and implementation of the symposium "Design Thinking for Public Good" in cooperation with international government institutions
- Organization of an interdisciplinary workshop based on the design thinking methodology to foster innovative functions for wearables

## 50% Specialisation

Expertise in Design Thinking: specific modules, projects, Master's thesis



### POTENTIAL CAREERS WITH THIS M.A.

- Product Developer
- Service Developer
- Product Manager
- Service Manager
- Business Developer
- Innovation Manager



# Smart City Design | ENG (M.A.)

Creating planned solutions for tomorrow

## Spotlight on innovations

What impacts will the increasing digitalisation have on our urban infrastructure, energy, housing, social activities, IT infrastructure, and above all on people and the environment? What consequences will new trends such as self-driving vehicles have on our cities and our safety?

In our global metropolises, growth and digitalisation are equally unstoppable. At the same time, mobility and networking are transforming how we live in cities. These changes demand experts who can create sustainable future concepts for our cities and mobility, and apply innovative design management within the context of Smart City Design. How can we sustainably support ourselves using agile design methods as design thinking?

Working at the interface of architecture, urban development, mobility, public policy and culture demands specific know-how for understanding the economic and ecological capacities, needs, opportunities and risks in an urban context and shaping future concepts. Experts in Smart City Design can play an active role in shaping these changes. They deal with future issues and innovative projects from mobility solutions for cities, urban governance, “future of transportation” and even creation of novel services. A burning interest in new mobility and space concepts, technological and methodological design trends and enthusiasm for researching and preparing new solutions for city-specific needs are the best prerequisites for a Master’s in Smart City Design. Students gain expertise in Smart City Design through specialised courses and the topic of their Master’s thesis.

Students gain expertise in smart city design through specialised courses and the topic of their Master’s thesis.

### FIRST-HAND PROJECT EXPERIENCE WITH INDUSTRY LEADERS HAS INCLUDED

- Recommendations to improve Berlin’s E-Government-Services for new citizens with Deloitte Analytics
- Collaboration with SAP to foster solutions for integrating artificial intelligence in future workplace environments
- Communication campaign to raise awareness for BMW’s app ParkNow

## 50% Specialisation

Expertise in Smart City Design: specific modules, projects, Master’s thesis



### POTENTIAL CAREERS WITH THIS M.A.

- Design Manager
- City Marketing Manager
- Smart City Strategy Expert
- Manager in Business and Urban Solutions
- Manager in the Design and Urban Solution
- Manager Smart City Mobility
- Coordinator Community Building





# Design Projects

Practical and cooperation projects of Master's students  
at Macromedia University



BOSCH Security Systems: Ideas for  
Internet of Things applications



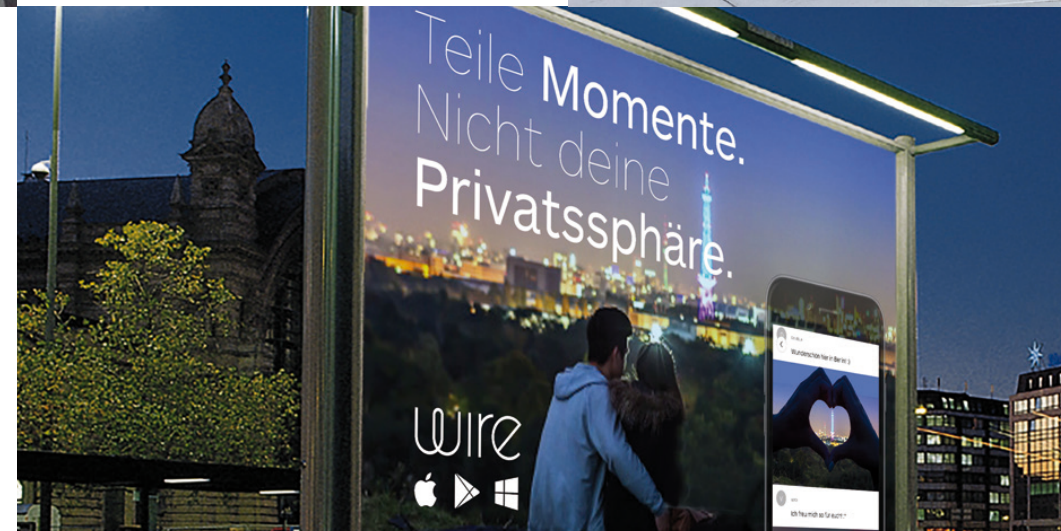
PORSCHE

Porsche Museum: „Porsche in  
the Mix“ sound app design



RWE

RWE: Redesign of user inter-  
face to optimise power station utilisation



wire

Wire: Messenger service  
launch campaign

More projects on [macromedia-university.com](http://macromedia-university.com) or contact us via  
WhatsApp on +49 176 15098602



# Business

Have a firm grip on the effects of digital transformation



### Successfully managing companies

The best managers make the right executive decisions to influence how their business develops long-term. The key to a career in management still lies in solid business expertise. Successful company management calls for two core attributes these days – excellent interfacing skills and a keen awareness of the effects of the digital transformation.

Take Howard Schultz, CEO of Starbucks, for example. He transformed Starbucks from a local coffee shop into the most famous chain in the world – and went on to save the company from a major crisis later on. His success as a manager stems in equal parts from his entrepreneurial visions and his motivational strength.

Our M.A. in Business teaches the factual-analytical, psychological and strategic skills required to be a successful manager in the international business world.

### More than 500 partners in industry

Our Master's in Business unlocks the door to a large network of practising partners. You will collaborate with a number of them on authentic focus projects and get to know others in their roles as guest lecturers or at sector events. Your professors have an excellent network of contacts throughout industry.

### Course specialisations

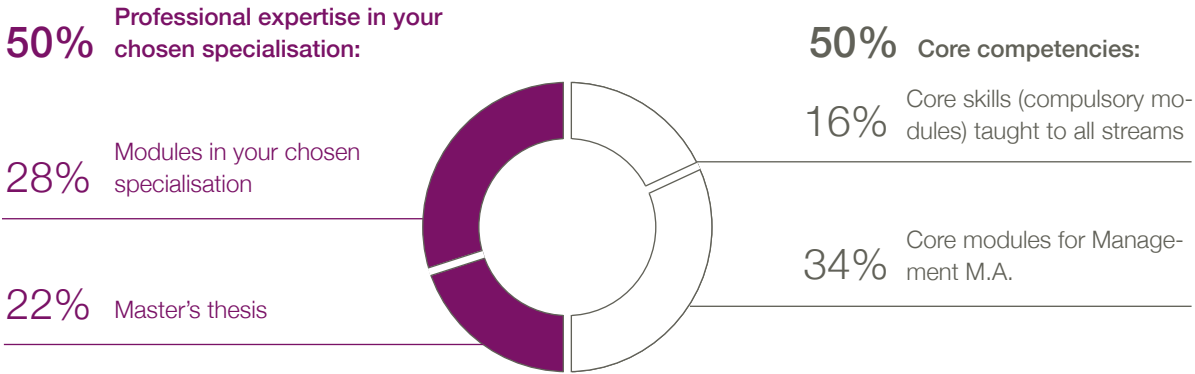
Macromedia University's programme offers you various specialist courses that augment and expand your professional expertise. This approach delivers a robust understanding of the correlation between the different specialist departments in a company and a clear insight into the workings of senior management and executives.

Our M.A. in Business prepares you for your future duties in senior management and strategic business leadership, which will be heavily influenced by the digital revolution.

### SEMESTER OVERVIEW

|         |              |  |                     |
|---------|--------------|--|---------------------|
| 90 ECTS | Pre-Semester | Academic concepts and methods   Current issues in Management   Intercultural Communication   Business Planning   Practical Project                         | Start with 180 ECTS |
|         | 1            | Foresight and Global Trends   Statistics and Business Mathematics   Interdisciplinary Project   Marketing Strategy   Digital Transformation and Operations | Start with 210 ECTS |
|         | 2            | Strategy and Innovation Processes   Management Models and Theories   Accounting and Finance   Focus Project   Applied Business Intelligence and Analytics  |                     |
|         | 3            | Leadership and Entrepreneurial Thinking   Management Research   Master's Thesis  |                     |
|         | 30 ECTS      | 30 ECTS  | 30 ECTS             |

### COURSE STRUCTURE (BASED ON ECTS)





# Business | ENG (M.A.)

Successful leadership of leading enterprises

## Think and act like global player

With Apple, Amazon and Facebook, Steve Jobs, Jeff Bezos and Mark Zuckerberg created the world's best-known technology enterprises. Driven by his visions and his faith in their ideas, each man created an entrepreneurial model to inspire generations of managers. Now as then, recognising and exploiting the opportunities of digital transformation offers enormous potential, and there is a growing need for highly qualified managers in virtually all industries. But successful management requires more than simply talent, vision and persistence. The ability to develop strategic perspectives, a broad understanding of social trends and a solid grounding in business are key.

The Master's programme in Business is intended for graduates as well as young professionals from agencies and enterprises who are aiming for positions in the top management. In this programme, you will initially learn key principles and global developments in business, marketing strategies, digital transformation and operations. Specialised modules such as Innovation Processes and Business Intelligence will acquaint you with day-to-day enterprise practice. Finally, you will acquire key application skills through comprehensive case studies. Thus, with the personal and professional support of our professors, you will be optimally prepared for the demands of the evolving digital career world in three semesters.

Digitalisation means dynamism. Thanks to a wide range of project cooperation agreements with prestigious industry partners, you will play an active role in this trend. This will put you on the fast track for a career in top management.

Within the field of business, students are able to choose from a range of topics for their Master's thesis, in line with current industry trends and their own personal preferences.

### FIRST-HAND PROJECT EXPERIENCE WITH INDUSTRY LEADERS HAS INCLUDED

- Analysis of cooperation between start-ups and established businesses, project cooperation with EY Ernst & Young "Riding the Digital Wave: Digital Transformation through Collaboration"
- Ongoing development of an email newsletter and digitalisation of the news platform of project partner Allianz SE

## 50% Specialisation

Expertise in Business:  
specific modules, projects,  
Master's thesis



### POTENTIAL CAREERS WITH THIS M.A.

- Project Manager in consulting or business
- Digital Product Manager
- Key Account Manager
- Consulting Manager within Agency and Management Consulting
- Entrepreneur





# Business Projects

Practical and cooperation projects of Master's students  
at Macromedia University



Ernst&Young: Global start-up culture  
study and recommendations



Mercedes-Benz

Mercedes-Benz Consulting: Connected  
Car analyses and ideas for applications



Deloitte.

Deloitte: eGovernment analyses  
and recommendations for Berlin



Pioneer Investments: Analysis and  
recommendations for financial  
communication in social media

More projects on [macromedia-university.com](http://macromedia-university.com) or contact us via  
WhatsApp on +49 176 15098602



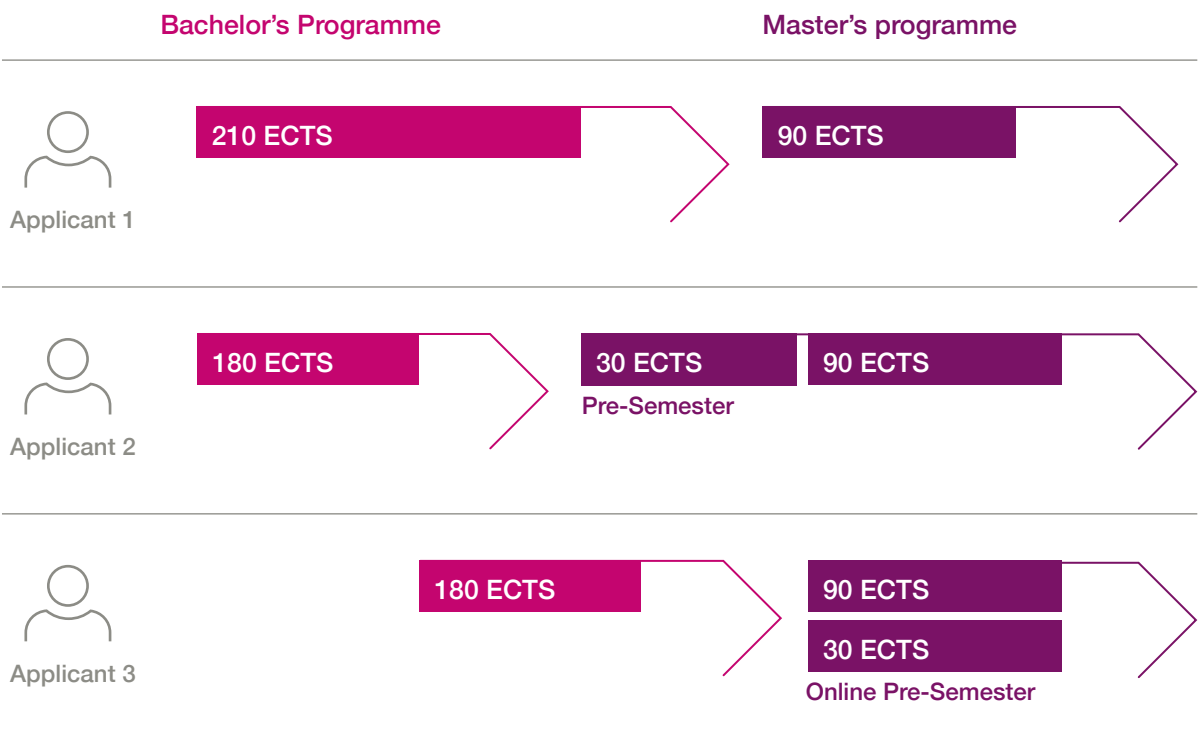
# The solution for topping up 180 ECTS

How to acquire 30 ECTS to gain admission

A total of 300 ECTS are required for a Master's degree. The three-semester Master's programme at Macromedia University awards 90 ECTS in total. If you wish to apply for our Master's, you therefore need to have acquired 210 ECTS during your Bachelor studies. If you graduated from a Bachelor's programme with 180 ECTS, you can add the outstanding 30 ECTS by completing the pre-semester course at Macromedia University. This teaches important foundation knowledge and specialist skills in economics, media, communications and research combined with practical projects and is the ideal way of preparing for a Master's course at Macromedia University.

There are two ways of completing the pre-semester:

- Attending pre-semester classes on campus in the immediate run-up to the Master's course. You commence your pre-semester in the winter semester and transfer directly onto the three-semester Master's course in the summer semester.
- As an online course parallel to the Master's course, starting in the summer semester. This means that your workload will be heavier than for the pre-semester on campus.



| 30 ECTS  | Pre-semester course content  |
|--|--|
| Academic concepts and methods                    | This module teaches students how to plan and conduct professional research projects. The teaching plan introduces methods and tools and explains how to analyse data in the media context so as to achieve meaningful and scientifically based results.  |
| Current issues in Management or Media Management | This module teaches how to apply theoretical knowledge of current issues in media management using critical thought and analysis. It addresses elements of product design, marketing and management.   |
| Intercultural communication                      | This course provides an inter-cultural comparison between management and communications processes. It reveals regional cultural differences and how these influence the behaviour of people, groups and organisations. The aim of the module is to achieve a better understanding of how management practices differ around the world. This module is taught in English. |
| Business Planning                                | This module teaches the basics in how to develop a business idea and the subsequent business plan. Students learn to consider key strategic, planning and financial aspects and apply analytical and empirical data to the task, which they gather and check for themselves. The module is rounded off with an introduction to banking.                                  |
| Practical Project                                | This module provides the opportunity to apply theoretical specialist knowledge as part of an individual assignment in a media or management project.   |



LOCATIONS

# Macromedia Campus

Macromedia University is based in the following cities  
International Master’s Programme is offered in Berlin and Munich



Study in Munich

Munich is a city brimming with ideas and vitality and one of the top tourist destinations in Europe. The surroundings are perfect for winter sport, much to the delight of skiers and snowboarders. In summertime, you can hike and climb in the nearby Alps. And there’s nothing more typically Bavarian than the city’s beer garden culture. At the same time, however, Munich also hosts international companies such as Siemens, BMW, Infineon, Microsoft and Adobe. It is home to many large and small film and TV production companies and TV broadcasters Prosieben-Sat1, BR and RTL2 and a major magnet for publishing houses. Around 11% of all German first editions are published in Greater Munich – by book publishers such as C.H. Beck, Langenscheidt, Gräfe & Unzer, Carl Hanser and Random House and general-interest publishers such as Hubert Burda Media, Süddeutsche Zeitung, Bertelsmann and Gruner & Jahr.



Study in Stuttgart

Stuttgart is the number-one location for specialist, trade and academic publishers in Germany.

For example, Ernst Klett AG, the Georg von Holtzbrinck publishing group and Motor Presse Deutschland are headquartered here. Besides public service and private TV and radio broadcasters, Stuttgart and the surrounding region boast more than their fair share of leading companies from the automotive and fashion industries (Boss, Bosch, Porsche, Mercedes, etc.). These businesses support a wide-ranging agency scene and employ internationally-minded media managers and designers. Macromedia University’s campus is situated in Bad Cannstatt’s Roman Fort complex, at the heart of the lively media and creative scene that has set up camp there in recent years.



Study in Freiburg

Nestled in the picturesque Breisgau region, Freiburg is known as “Germany’s Tuscany” and offers an inspiring environment in which to study and work. Over 20 institutes of higher learning and research institutes like the Fraunhofer Institute and the Max Planck Institute characterise the city. With all kinds of industrial, trade and service companies and several innovation and technology centres, Freiburg has also established itself as a hub of research-intensive and growth sectors such as the life sciences, biotech and environmental technologies.

Macromedia University is located in the district of Haslach on the banks of the river Dreisam and just a 15-minute walk from Freiburg Main Station. Macromedia University collaborates with

LOCATIONS

Freiburg University of Art, Design and Music. The two institutions are located in the same building.



Study in Cologne

Cologne is one of Europe’s biggest industrial and cultural cities, rides at the forefront of the media business and is Germany’s television capital. This city on the banks of the Rhine exudes a unique flair and is extremely popular with students. Its carnival is the highlight of the year and celebrated by millions of revellers. The campus lies in the heart of this cosmopolitan, multicultural city – right next to WDR, Germany’s top regional public-broadcasting institution. In all, nine broadcasters are based in Germany’s capital of TV, including RTL, Europe’s top-earning commercial heavyweight.



Study in Hamburg

The port of Hamburg is the main transportation hub for goods travelling between Europa, Asia and America. Life in the city and its economy bubble with cosmopolitanism. Its love of culture is clearly evident in the wealth of museums, theatres and music venues. Hamburg is a leading international media and digital location. The Axel Springer publishing house, German weeklies Der Spiegel and Die Zeit, and advertising agencies such as Jung van Matt all call Hamburg their home. If you have time to spare, the port is a thrilling experience – and a boat tour an absolute must. The night comes alive on the Reeperbahn, and the North and Baltic Seas beckon close by. The Macrome-

dia campus in the heart of Hamburg city centre is superbly placed both as the gateway to your career and for a casual stroll around town.



Study in Berlin

Germany’s capital city Berlin is young, fresh and innovative, with an alluring melting pot of inhabitants from all over Europe and the world. This internationally flavoured, multicultural city generates an inspirational atmosphere and offers a breath-taking range of media, culture, art and music. It is also Germany’s capital of creativity and inspiration, drawing pioneering spirits determined to improve the world and shake up industry with their start-ups and new-economy businesses. The IT, media and creative sectors in Berlin also benefit from the rich source of pioneering minds to be found in its start-ups, SMEs and major corporations, such as at the headquarters of eBay Deutschland and the Axel Springer and Ullstein publishing houses. Stalwarts of industry also abound, as represented by BMW, Siemens and Schering.

Macromedia University’s newest campus is set in the Kreuzberg district of Berlin, the pulsating heart of the city.



# Financing your studies

Investing in your future

## Fees and funding

Studying at a private university constitutes an investment in your future. Eminent professors and renowned partners in industry will train you carefully and in small groups throughout Macromedia University's officially recognised Bachelor's and Master's programmes for a successful career in the future world of work.

Macromedia University's courses are not state-subsidised and therefore funded entirely by tuition fees. Our Student Advisory Service would be happy to inform you about the different forms of financial support and assistance available for education, such as BAföG and student loans.

## Scholarships

A private university offers clear benefits, such as smaller classes, individual supervision, careers advice and an alumni network, to name just a few. However, not all applicants can easily afford the tuition fees. To ensure equal opportunities and foster keen minds, Macromedia University awards various partial scholarships. As part of the selection criteria, we take good school results, outstanding talent and social commitment into consideration.

## Merit-based Scholarship

A scholarship for excellence is aimed at outstandingly talented applicants. To qualify for this award, you must be extremely motivated and have achieved excellent academic results. The aim is to train future leaders in media, design and business.

## Need-based Scholarship

Scholarships are also available for candidates who wish to study at Macromedia University but cannot afford the full tuition fees. To qualify for this award, you must be willing and keen to take part in and organise student activities on campus and be able to demonstrate financial hardship.

## Tuition fees

For students from EU and Non-EU countries

### Master's courses in English

6,000 € per semester

### Pre-semester, study on campus in English

6,000 € Master's Pre-Semester

### Package offer combining master's course in English with online pre-semester in English

6,000 € per semester

Plus one-off registration fee of 500 € (EU) or 750 € (Non-EU)

As of April 2017. Subject to change without notice.

# Admission

Your gateway to Macromedia University

## Admission procedure

The admissions procedure is an important tool to help you work out which specialisation will best enable you to apply your specific abilities to achieving your professional goals. You can apply online at [macromedia-university.com](http://macromedia-university.com) or via email.

## You will need the following

Candidates must fulfil the following conditions to enrol for a course of study at Macromedia University

- **University/Bachelor's degree with at least 180 ECTS for the pre-semester**
- **University/Bachelor's degree with at least 210 ECTS for direct admission to the master's course**
- **For Master's courses in English only: TOEFL test (minimum score 72 out of 120) or IELTS (minimum score 6.0 out of 9); equivalent evidence of proficiency can also be accepted**

## Application process

Please provide the following documents in support of your online application

- **Curriculum Vitae**
- **Letter of recommendation, e.g. from a lecturer or employer**
- **Personal statement**
- **Digital passport picture**
- **Copy of valid passport**

Once we have received your application documents, we will invite you to an interview with our Student Advisory Service and a professor to discuss your specific aims and interests. If you are applying from abroad, the interview can be conducted with Skype.

## CONTACT

# Student Advisory Service

We look forward to receiving your questions

Are you interested in studying for a Master's degree but unsure which is the right course for you? Please do not hesitate to make the most of our Student Advisory Service.

### Campus Munich, Germany

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+91 8800116530  
international@macromedia.de

For international applicants outside Germany -  
You can contact us via WhatsApp.  
+49 176 15098602

You can also schedule a Skype call or a Call Back  
via our Website or register for our Online Advisory  
Session for free.

Full information can also be found at  
[macromedia-university.com/student-advisory-service](http://macromedia-university.com/student-advisory-service)

## Steer the course of digital revolution

### Macromedia Graduate School

All our Master's courses pursue the same aim – to equip our graduates with the optimum credentials to become leaders and managers. By the time you graduate, you will have all the expertise and methods under your belt that are required for a rounded international outlook – and the complete skills set for managing media, design and business, resources and processes in the evolving economy.



Prof. Dr. Jürgen Faust, Ph.D.,  
President of Macromedia University  
of Applied Sciences

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#youchange

